

**REPORT OF THE
NCAA COMMITTEE ON WOMEN'S ATHLETICS
September 20-21, 2010**

ACTION ITEMS.

- 1. Legislative Action Items.**
 - None.
- 2. Nonlegislative Items.**
 - None.

INFORMATIONAL ITEMS.

- 1. New committee members.** The committee welcomed Sarah Feyerherm, Washington College (Maryland), Danez Marrable, University of Alabama at Birmingham, Marilyn Moniz-Kaho'ohanohano, University of Hawaii, Manoa, Rick Mazzuto, California State University, Northridge Kathy Jones, Southern Illinois University, Carbondale and Zack Solomon, American University (Division I SAAC representative).
- 2. Postseason Bowl Sponsorship.** The CWA discussed and ultimately objected to the decision to certify GoDaddy.com as an NCAA post season bowl game title sponsor. The committee shared its concerns with NCAA staff (Attachment). The CWA is concerned by the approval of GoDaddy.com as a football bowl sponsor as it does not correlate with espoused NCAA values and the respectful representation of women, particularly women in sport. CWA requests that focused efforts are made to ensure GoDaddy.com's advertisements and activities surrounding the postseason football bowl game will maintain the integrity and image of the NCAA and its student-athletes.
- 3. NCAA Advertising Policies.** The committee recommends the NCAA Executive Committee Subcommittee on Gender and Diversity Issues review and consider directing the divisions to amend the Association's current advertising policies noted in NCAA Division I Bylaw 31.1.14.1 and Divisions II and III Bylaw 31.1.12.1. The current advertising policies of the Association are designed to exclude those advertisements that do not appear to be in the best interest of higher education with NCAA presidential authority to rule in cases where doubt exists. Advertising associated with alcoholic beverages, cigarettes and other tobacco products, professional sports organization or personnel and organizations promoting gambling are expressly prohibited. The committee recommends that the list of expressly prohibited advertisements be expanded to exclude advertisements not in line with the values of higher education, including

but not limited to sexually explicit or suggestive materials, discriminatory content or that content which condones violence. Further, the committee recommends that these policies be included not only as part of advertisers and advertising copy of game programs, broadcasts and telecasts, and other controlled aspects of NCAA championships but, in Division I, as part of the postseason bowl licensing criteria and process. The committee noted that explicitly stating such advertisements are not appropriately associated with NCAA championships or a postseason opportunity is in the best interest of the student-athletes and the Association, and in keeping with the Association's status as an institution of higher education.

4. Emerging Sports for Women Program Updates.

a. Sand Volleyball. The committee received in update on the status of sand volleyball legislation. Specifically, it was noted that the Division I governance structure is working to develop the legislative framework for the sport with legislative proposals under consideration as part of the 2010-11 legislative cycle. The committee reviewed the report of the Division I Legislative Council Sand Volleyball Working Group that was developed to assist in the development of the framework and to provide feedback to the already proposed legislative concepts to the various cabinets and Legislative Council for their consideration. It was noted that the playing rules for sand volleyball are in the final stages of development. Finally, the committee was informed that a survey is being sent to Division III student-athletes and prospective student-athletes to assess the sand volleyball participation interest. The previous Division III survey related to sand volleyball and whether Division III should add it to the emerging sports for women list was targeted at campus administrators only.

b. Other emerging sports for women interest.

- i. Competitive Cheer.** The committee received an update on recent Quinnipiac litigation regarding competitive cheer and its status as a "sport" under the Office for Civil Rights (OCR) definition. There are currently two organizations developing two different competitive models that they believe would meet the OCR definition and consequently garner enough support to be considered as an emerging sport for women. The committee preliminarily discussed potential issues Stunts or Acrobatics and Tumbling could encounter in meeting the requirements to be considered an emerging sport for women, as well as developing associated legislation.
- ii. Triathlon.** Triathlon organizers have completed their proposal, and are currently in the process of collecting ten letters of support. The NCAA communicated

information about the sport to every NCAA institution and conference. The committee discussed various ways to assist the education and communication efforts of triathlon organizers, including presenting to President's Council, Divisions I, II, and III Student-Athlete Advisory Committees, and using former collegiate female student-athletes who have now become professional triathletes.

5. Review of NCAA Divisions I, II and III Legislative Proposals. The slate of legislative proposals in all three divisions related to the committee's mission was reviewed. The committee noted the following:

- **Division I Proposal No. 2010-76 Financial Aid – Maximum Institutional Grant-in-Aid Limitations by Sport – Women's Basketball.** The committee opposes Proposal No. 2010-76, which would reduce the annual limit on the number of counters at each institution from 15 to 13. The committee noted overall, women's sports continue to be underfunded and underrepresented. This proposal could potentially decrease the participation opportunities for women in the context of available financial aid and the proposal does not indicate that the grant-in-aid opportunities would be reallocated to other women's sports. Further, based on the data available at this time indicating that not all institutions or even those in the top 50 are providing more than an average of 13 counters, the committee does not believe this measure would directly impact parity or competitive equity in women's basketball.

6. NCAA Committee Structure -- Restructuring of Executive Committee Subcommittee on Gender and Diversity Committee.

- Bernard Franklin and Wendy Walters, NCAA staff, presented and the committee reviewed two possible models for restructuring the Executive Committee Subcommittee on Gender and Diversity Subcommittee, the CWA and MOIC. The committee agreed with the importance for involvement by presidents and chancellors in issues relating to gender, minorities, LGBT and disabilities. Further, the committee noted that if a new committee model is pursued, such as having an association-wide Inclusion Committee, the continued representation of student-athletes, faculty athletics representatives and subject matter professionals is important.

7. Lesbian Gay Bisexual and Transgender (LGBT) Issues.

- a. Transgender Student-Athlete Issues.** NCAA staff provided an update on issues surrounding transgender student-athletes. The Division III governance staff has received several requests for resources to help the membership address issues with transgender student-athletes, both from an eligibility standpoint and student-athlete well-being standpoint. The Division III President's Council requested the committee raise awareness of the issues associated with, and identify available resources that address transgendered student-athletes' well being, and to develop a timeline to create NCAA policy on transgendered student-athlete participation. CWA noted that the primary need for resources is to protect student-athlete well-being, with competitive equity issues being a secondary but necessary issue to also be addressed. The national office is creating association wide resources to educate the membership by defining terms, outlining potential issues, and setting forth best practices until a formal policy is created. It was stressed that this is an association wide membership issue, even though the issue was first raised in Division III.
- b.** CWA discussed the need to build a foundation of educational resources to initiate membership discussion prior to developing a membership wide policy. The committee noted its support of the efforts to address LGBT issues and supported the provision of funding to support the development of a transgender student-athlete participation resource.
- c.** The committee reviewed a draft website with broader LGBT resources.

8. Task Force on the Impact of Violent Behavior Involving Student-Athletes.

- Becky Ahlgren-Bedics, NCAA staff, provided the committee with a report on the effort to address Impact of Violent Behavior Involving Student-Athletes. The issue was originally referred to the NCAA Committee on Sportsmanship and Ethical Conduct (CSEC) and now includes input from CWA, MOIC, Committee on Competitive Safeguards and Medical Aspects of Sports, and Divisions I, II, and III SAACs. The Executive Committee created an NCAA internal project team consisting of liaisons from each of these committees to organize a summit to discuss the issue of violent behavior involving student-athletes and work to create best practices to be used in the membership. The staff requested that the committee provide the names of any individuals and/or organizations that could serve as a resource on this issue. The committee noted its support for the effort of

the internal project team, the summit, and the need to address the issue of violent behaviors involving student-athletes.

9. Research Issues

- a. **Campus Climate.** Mary Wilfert, NCAA staff, presented a preliminary report on the student-athlete climate study that was conducted by Pennsylvania State University, funded by the NCAA. 8,827 student-athletes from 195 institutions completed the survey. 62% of the survey respondents were women, 37% were men, and 11 respondents identified themselves as transgendered student-athletes. A fuller analysis of the quantitative data will be available in October, and a qualitative analysis will be available in May 2011 after the review of 4,000+ open-ended responses/comments provided by the student-athletes.

Some of the statistics noted included:

- i. 84% of the student-athletes reported overall positive or very positive climate on campus and in the athletics department. The percentage decreased as class year increased. Additionally, student-athletes of color and LGBTQ student-athletes reported a less positive climate.
- ii. 9% reported experiencing harassment. 12% of student-athletes of color reported harassment versus 10% of white student-athletes. 12% of LGBTQ student-athletes reported harassment versus 6% of heterosexual student-athletes. For student-athletes of color and heterosexual student-athletes, harassment was most often based on performance, while for LGBTQ student-athletes, harassment was most often based on sexual orientation. There was no significant difference in the data when separated by division.

- b. **Senior Woman Administrator.** The NCAA research staff is surveying all senior woman administrators and athletic directors as a follow-up to previous research and to explore how the role is perceived and utilized, and what efforts may be needed to improve the effectiveness of the designation.
10. **Division I Women's Basketball Update.** The committee received an update from Sue Donohoe, NCAA Staff, regarding the issues being discussed in the women's basketball community. In particular, the efforts of the CCA/NCAA task force regarding issues such as women's basketball officiating were highlighted as well as the Division I academic

and athletic development model. Further, efforts and issues surrounding efforts to increase parity and competitive equity in women's basketball were discussed.

11. **Divisions I, II and III Governance Meeting Updates.** The committee received updates from the Divisions I, II and III summer governance meetings. The Division II Presidents Council suggested moving the management of the removal of emerging sports from the list solely to the committee where it could be handled through non-legislative means. The committee noted the importance of broad membership engagement and participation in the addition and removal of emerging sports for women as the institutions are the entities sponsoring those sports. It was noted that emerging sports for women have an impact on sports sponsorship and revenue distribution issues and, therefore, legislative action by the membership or governance structure is necessary and appropriate. Finally, the committee noted that the necessary legislative actions may be accomplished through the noncontroversial legislation process, at the discretion of each division.
12. **Women's Professional Development Opportunities.** The committee received an update on the following programs:
 - a. **NCAA Women Coaches Academy.** The NCAA women coaches' academy has served 688 coaches from 17 sports. It has also added regional and national continuing education programs, to increase participation and continue its interaction with graduates. CWA supported the concept of developing a coaches association for academy graduates with the understanding that the organization will supplement rather than distract from sport-specific associations. A recent survey indicated over 80% of academy graduates are still in coaching.
 - b. **NCAA/NACWAA Institutes.** NACWAA and NCAA are participating in a strategic planning effort to evaluate the current programming offered. The committee suggested using as a model the educational programs in place for developing women as institutional presidents, since there are more female presidents than female athletics directors.
 - c. **Women's Leadership Symposium.** Recent symposiums, designed to provide two-day professional development to women new to athletics administration and coaching and students interested in athletics careers, were held in Cambridge, MA, Sacramento, CA, Chicago, IL, and Tampa, FL. Future sites include San Antonio, TX January 11-12, 2010, Indianapolis May 5-6, and Long Island, NY May 27-28 in conjunction with the Division I Women's Lacrosse Championship.

- d. Winning Careers in Athletics.** There will be a two day event at the women's Final Four in Indianapolis designed to introduce female undergraduate students to career opportunities in athletics.
 - e. Careers in Sports Forum.** Curtis Hollomon, NCAA staff, provided an overview of the most recent careers in sports forum, as well as information on the programming and resources available to student-athletes and institutions.
 - f. ADA Mentor Program.** The committee was advised about a new Division II initiative to match female and minority administrators with experienced mentors. The committee looks forward to information about the program's implementation and success.
- 13. Committee on Women's Athletics Subcommittees.** The committee appointed the following members to serve on the identified (sub)committees:
 - a.** Marilyn Moniz-Kaho'ohanohano, University of Hawaii, Mano, to serve on the CWA Strategic Planning Subcommittee.
 - b.** Danez Marrabble, University of Alabama at Birmingham, and Rick Mazzuto, California State University, Northridge, to serve on the CWA/MOIC NCAA Matching Grant for Minority Woman selection committee.
- 14. NCAA Woman of the Year Selections.** The committee received an update regarding the 2010 NCAA Woman of the Year, including statistics related to the conference nominations and nominee demographics. There were 139 conference/independent nominations and 452 institutional nominees. In order to increase the number of nominations, the committee discussed possibly implementing incentives at the conference level for those conferences that have a nomination from every institution. Additionally, the committee received an update on the plans for this year's award dinner and honoree activities on the weekend of October 16-17, 2010.
- 15. Health and Safety Update.** David Klossner, NCAA staff, provided the committee with a health and safety resource sheet, which listed all available NCAA resources, and an update on the recent issues surrounding concussions and sickle cell trait testing. The staff noted the need for more participation in the NCAA injury surveillance program, and reminded the committee there is a free tool that institutions may use to record injuries.

The committee requested information on catastrophic and other injuries in competitive cheer, sideline cheer, and stunting/gymnastics. The committee also requested that more information and resources on nutrition and various eating/exercising disorders be provided to the membership.

16. Title IX Update. The committee received an update on Title IX related matters, including issues regarding the equitable scheduling of men and women's contests, and the counting of track participants.

17. Future meeting dates and sites.

- a. February 23, 2011 via conference call.
- b. June 21-23, 2011 in Indianapolis.
- c. October, 2011(dates TBD) tentatively at NACWAA Convention in Pittsburgh, PA.

Committee Chair: Stan Williamson, Campbell University
Staff Liaison(s): Karen Morrison, Gender Inclusion
Lynn Holzman, Academic and Membership Affairs
Brynna Barnhart, Enforcement

NCAA Committee on Women's Athletics Response to Go.Daddy.com Postseason Football Bowl
Title Sponsorship

As stated in the NCAA Application for License to Conduct Postseason Football Contest, "because football bowls are licensed by the NCAA and benefit from enabling NCAA bylaws, the public identifies bowls as a part of NCAA football." Further, the application states that postseason football bowls must "promote and administer a postseason football game consistent with the image, integrity and values of the NCAA."

It is with this understanding that the NCAA Committee on Women's Athletics (CWA) objects to the approval of GoDaddy.com as a sponsor of a postseason football bowl. The CWA believes sponsors of the postseason football bowls should be consistent with NCAA values and attributes. The NCAA has previously excluded ads or advertisers "that do not appear to be in the best interests of higher education and student-athletes." However, the majority of the GoDaddy.com advertisements contain sexually suggestive material, most notably with the use of the "GoDaddy Girls." Its advertisements have also been criticized by the media for the "raunchy, Girls-Gone-Wild" style.

While GoDaddy.com has asserted its advertising during the postseason football bowl will be appropriate for the viewing audience, the public already associates GoDaddy.com with the sexually explicit messages portrayed through its previous advertising campaigns. Further, a review of the GoDaddy.com website reveals advertisements, commercials and videos even more suggestive than allowed on television. Not only are GoDaddy.com's advertisements disrespectful to the over 180,000 female student-athletes participating in the NCAA, they also send a message to the over 200,000 male student-athletes that the sexual exploitation of women is acceptable behavior.